

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 586331 /		Alt Order # 09848372
Product MAJORITY PAC		
Contract Dates 10/30/12 - 11/06/12		Estimate # 2156
Advertiser Senate Majority PAC		Original Date / Revision 10/25/12 / 10/25/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 94	Product Code 100
Agency Ref		Advertiser Ref

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/30/12	11/02/12	M-F 6a-7a	6a-7a		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$2,150.00			
N 2	6	11/05/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$2,150.00			
N 3	6	10/30/12	11/02/12	M-F 7a-8a	7a-8a		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$2,150.00			
N 4	6	11/05/12	11/06/12	M-F 7a-8a	7a-8a		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$2,150.00			
N 5	6	10/30/12	11/02/12	M-F 8a-9a	8a-9a		:30			NM	3	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,950.00			
N 6	6	11/05/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$1,950.00			
N 7	6	11/03/12	11/03/12	Sa 8a-9a	8a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$400.00			
N 8	6	11/04/12	11/04/12	Su 7a-8a	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$400.00			
N 9	6	11/04/12	11/04/12	Su 8a-9a	8a-9a		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$435.00			
N 10	6	10/30/12	11/02/12	M-F 9a-10a	9a-10a		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$600.00			
N 11	6	11/05/12	11/06/12	M-F 9a-10a	9a-10a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$600.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
586331 /	09848372

Contract Dates	Product	Estimate #
10/30/12 - 11/06/12	MAJORITY PAC	2156

Advertiser	Original Date / Revision
Senate Majority PAC	10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	6	10/30/12	11/02/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$450.00			
N 13	6	11/05/12	11/06/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				1	\$450.00			
N 14	6	10/30/12	11/02/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	3	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$485.00			
N 15	6	11/05/12	11/06/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				1	\$485.00			
N 16	6	10/30/12	11/02/12	M-F 4p-430p	4p-430p		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$415.00			
N 17	6	11/05/12	11/05/12	M-F 4p-430p	4p-430p		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$415.00			
N 18	6	10/30/12	11/02/12	M-F 430p-5p	430p-5p		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$485.00			
N 19	6	11/05/12	11/05/12	M-F 430p-5p	430p-5p		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$485.00			
N 20	6	10/30/12	11/02/12	M-F 5p-530p	5p-530p		:30			NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$1,300.00			
N 21	6	11/05/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$1,300.00			
N 22	6	10/30/12	11/02/12	M-F 530p-6p	530p-6p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$1,200.00			
N 23	6	10/30/12	11/02/12	M-F 6p-630p	6p-630p		:30			NM	3	\$4,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$1,485.00			
N 24	6	11/01/12	11/01/12	X Factor Thursday	7p-9p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	---T---				1	\$3,000.00			
N 25	6	10/30/12	11/02/12	M-F 9-930p	9p-930p		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$2,400.00			
N 26	6	10/30/12	11/02/12	M-F 930p-10p	930p-10p		:30			NM	2	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$2,300.00			
N 27	6	10/30/12	11/02/12	M-F 10p-1035p	10p-1035p		:30			NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				2	\$2,100.00			
N 28	6	11/03/12	11/03/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,600.00

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												Totals
												Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,600.00			
N 29	6	11/04/12	11/04/12	Su 9p-930p	9p-930p		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,200.00			
N 30	6	11/04/12	11/04/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,900.00			
N 31	6	11/04/12	11/04/12	Fox 6 Blitz	1035p-1105p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,200.00			
N 32	6	11/04/12	11/04/12	GB Packers Football	various		:30			NM	1	\$75,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$75,000.00			
N 33	6	11/04/12	11/04/12	NFL OT on FOX	various		:30			NM	1	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$27,000.00			
Totals											61	\$176,230.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	61	\$176,230.00	\$149,795.50
Totals	61	\$176,230.00	\$149,795.50

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mike Furman
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

Total Charges:

This broadcast time will be used by:

Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC	Washington, DC 20005
200-336-1041	

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/4/12 [Signature] 202-336-1041
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title



Waterfront
Strategies

UFCW 400

Check Date: 10/23/2012		Vendor: 0001013486 WITI-TV		Check No. 010338	
Project Name: Majority PAC: Moving Forward		Flight Dates: 10/30/2012 thru 11/6/2012			
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0001039210301106	10/23/2012	00010392	149,795.50	0.00	149,795.50
M			order 586331		
Totals			\$149,795.50	\$0.00	\$149,795.50



Washington Harbour
9050 K Street, NW Suite 100
Washington, DC 20007
202.338.8700

JPMORGAN CHASE BANK, N.A.
Syracuse, NY
50-937/213

010338

Date **10/23/2012**

Pay Amount **\$149,795.50*****

Pay ****ONE HUNDRED FORTY-NINE THOUSAND SEVEN HUNDRED NINETY-FIVE AND 50 / 100 DOLLAR****

To The
Order Of

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209



William McGee
Rachana V. Olson

Authorized Signature

⑈010338⑈ ⑈021309379⑈ 6301546044509⑈